Reinventing Furniture For Modern India

Transforming the fragmented Indian furniture market with innovative, technology-driven, and scalable solutions.

Our Story: A Introduction to the Team, Strategy & Vision

Founders

Pushpender Hooda
Growth, Marketing
IIT Guwahati, HEC Paris
Experienced in scaling consumer brands, notably in French markets with investments in Chettlees, RESEE

Shahnawaz Aalam
Operations, Product
IIT Roorkee
Mechanical engineer with interest in product design and manufacturing. Former Deloitte consultant & Head of Sales for Jeeves (Flipkart)

Ravi Teja Nandula
CTO/Head Pelicanwork
IIT Dhanbad
Microsoft, 2x founder

Strategic Pillars

1 **R&D focused** company where we bring innovations to customers faster

2 **Scalable products** and operation that drives maximum efficiency

3 Simple, **timeless** and affordable designs **targeting masses**

India's Furniture Market is Broken

Indian Customer Challenges

1
Highly Fragmented & Unorganized
90% dominated by unorganized players

2
Virtually Non-existent Online Trust
Only 2-3% online penetration

3
No Innovation, Terrible Quality
The industry has not changed in decades

4
Awful Customer Experience
No after-sales support; near-zero return policy

An overview of the sector

Online penetration remains low as consumer trust remains low with brands

Category	Penetration
Electronics India	35%
Fashion India	25%
Furniture India	4%
Furniture USA	35%
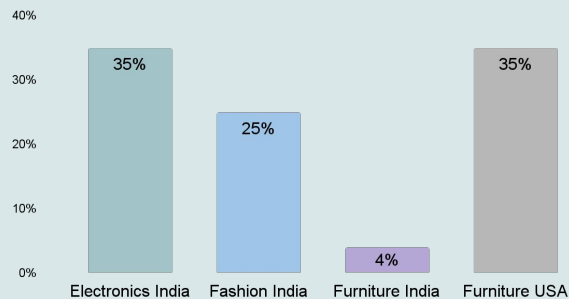
More larger national level brands will coexist. Eg. 15 brands with $1Bn+ revenue in the USA

MAIDEN HOME · ASHLEY · Steelcase · HNI · WILLIAMS SONOMA CALIFORNIA · BURROW

Pelican: Built for Modern Consumers, Solving Real Customer Problems
(Palo Sofa Case Study - Our First Sofa)

Flat-packed modular furniture that can scale fast | 400 customization options per product | 15k pincodes reach

Consumer Insights & Product Requirements

Fast & Reliable Delivery:
- **Insight:** Demand speedy delivery.
- **Requirement:** 72-hour delivery

Risk-Free Experience:
- **Insight:** Consumers are wary of online expensive purchases
- **Requirement:** 15-day trial with no questions asked returns

Customization & Trust:
- **Insight:** Demand for personalized furniture and verified quality
- **Requirement:** Product-level customization options

R&D & Palo Sofa Development

Innovative Design:
- Modular design with replaceable/upgradable parts

Operational Efficiency:
- 4-hour turnaround, reducing inventory needs by 8x.
- 72-hour dispatch across 15K pincodes

Quality & Sustainability:
- Removable fabric covers & suspension for long-term durability

Market Impact & Results

Offered 400+ customization options per sofa.

Choose color : Cyan Blue

Choose seat configuration : Single

Choose legs : Teak Wood
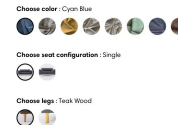
Sales & Customer Adoption:
- Palo Sofa Range: Over ₹4 Cr in sales
- 2x faster delivery.

User Experience:
- Achieved 10-minute assembly, reinforcing the product's ease-of-use.

Scalability:
- Sustainable, shippable and timeless design

Well-researched Timeless Flat-packed Designs that are Highly Scalable with a Reach of 15000+ Pincodes

Sofas (All flat packed with in-house mechanism)

And more..

Home Furniture (All flat packed with in-house mechanism)

And more..

Office Furniture (under Pelicanwork brand)

And more..

Pelican is Creating "Top of Mind" Brand Portfolio with Focus on Innovation, Technology and R&D in Furniture Category

PELICAN ESSENTIALS

PELICANWORK

Overview

- Started with India's first Flat Packed Sofa with in-house mechanisms - expanded in to complete sofa categories - launching sofa bed and recliners
- Expanded into other Bed and Storage Category

- Launched in Nov 2024 with India's first chair with Germany made Bock mechanism
- Expanding on marketplaces and standing desk category

Categories

| Sofas | Storage | Beds | Dining Tables |

| Chairs | Standing Desks | Accessories |

Product Market Fit

- Hitting a monthly GMV of 35+ lakhs just in Bangalore through own website
- All products are designed to be scaled and shipped pan-India

- 10+ lakh monthly GMV within 3 months of launch
- 15+ lakhs worth of pre-orders

Business Metrics

- Marketing ROAS - 7.5 with 20%+ CM2
- Huge pan-India expansion potential

- CM2 positive
- Huge inbound demand

With 60+ Lakhs monthly sales and a Scalable Portfolio of Products, Pelican is Growing Fast and Aims to Hit 2 Cr. monthly sales in 1 year

Launched 2 Brands	Current - Oct 2025	12 Month target milestone

PELICAN ESSENTIALS   **PELICANWORK**
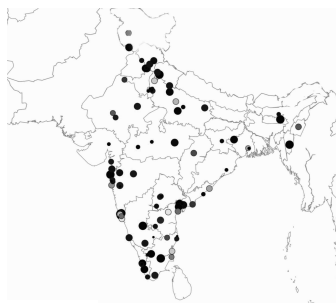
Shipped to 140+ cities

Marketing focus: Bangalore (75% of sale)/3 offline locations

➜ ₹ 62+ Lakhs in monthly sales

➜ ₹ 42,000 AOV

➜ 48% Gross Margin

➜ **Profitable**

➜ Less than 2% return*

Marketing focus: 3 Metros/ 5+ offline locations

➜ ₹2 Cr.+ in monthly sales

➜ 24 Cr. sales ($ 3Mn)

➜ 55%+ Gross Margin

➜ EBITDA Positive

➜ 5 Offline Locations

* Not including replacements for manufacturing/shipping defect

With Already an Expertise in Offline, Pelican Aims to Deploy a Cost-effective Omnichannel Strategy to Scale

Pelican has launched 3 store-in-store locations and 1 own experience center in Bangalore.
Plan to expand the offline presence in Bangalore, Hyderabad, Chennai and Pune through its experience centers

HSR (Kudlu Road) Experience center

Whitefield experience center

Using our Perfected Product to Market Scaling Cycle Utilizing Omni Channel Presence, Interior Designers Network and Marketplaces

With Case Study: Launch of Model 11 chair under Pelicanwork

6. Product Expansion

1. Consumer Insights

Growing importance of serious work chair: Rising per capita income, increasing use of work chair and increase in health first mentality.

Our internal research showed that consumers are looking for serious work chairs and were happy in the budget of 15-45k

2. Product Creation

We shortlisted Italian made Donati mechanism and integrated the right parts that could last 7 years and created Model 11

3. Product Testing

Launched product with existing customers at discount showcasing the features of the product

4. Feedback & Iteration

Unlocking Distribution	+	Branding & Awareness

5. Scaling

amazon
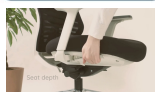
Product videos and marketing material

Consumer Demand is Exploding as Middle Class Grows—A Massive, Untapped Market Awaits

Consumer Appetite & Demand is Changing

1 **Rapidly Growing Furniture Market**
Overall market growth at 15% CAGR.

2 **Explosive Online Furniture Growth**
growing rapidly at 35%+ CAGR

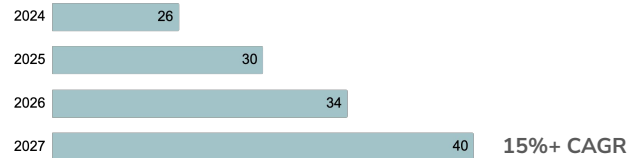**3** **Rise of Digitally Influenced Shoppers**
High social media penetration among 30+ age group

4 **Consumers Moving Toward Brands**
Aspirational middle-class consumers - No hassle buying

India Furniture Market (in USD Billions)

Year	Value
2024	26
2025	30
2026	34
2027	40

15%+ CAGR

India Online Furniture Market (in USD Billions)

Year	Value
2024	1.2
2027	3

35%+ CAGR

Social Media Penetration (30+ age)

Year	Value
2022	7%
2027	35%

Only a Handful of Furniture Brands Exist for 1.4 Bn Population With a Little Focus on Online First Approach

We are redefining consumer expectations in a traditional market one product at a time

	PELICAN ESSENTIALS	pepperfry	wakefit	Wooden Street
Innovation and R&D led products	✓	✗	✓	✗
Complete flat-packed solutions	✓	✗	✗	✗
Product first furniture company (long lasting timeless products)	✓	✗	✗	✗
Focus	Mid-premium	Mass Market	Mass Market	Mass Market

Product focused furniture companies are emerging fast across the globe

|	
SECRET LAB	$350 Mn Revenues
BURROW	$55 Mn+ funding growing 100% YoY
ARTICLE.	$300 Mn+ revenue; growing 50% YoY
tylko	$33Mn revenue, profitable
cozey	$10Mn funding

Pelican Aims to Reach 2 Cr. monthly sales in 12 months

Aim to grow fast with right distribution product range with already established product market fit

40%- New product development and working capital
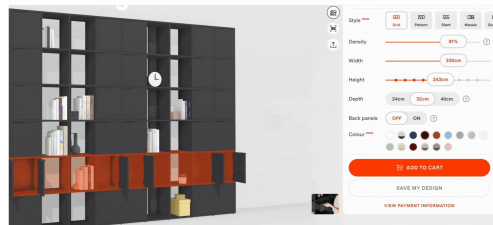
Completely online customizable storage solutions
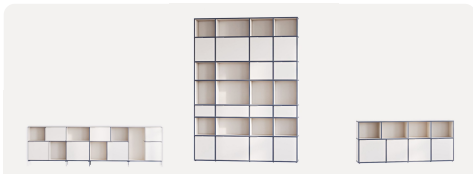
Large products that compliment our brand

10%-In-house technology development-
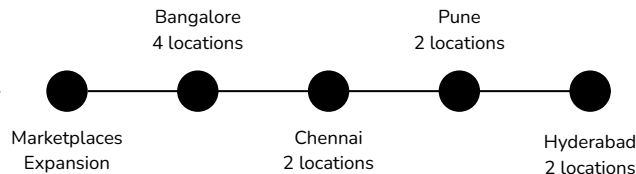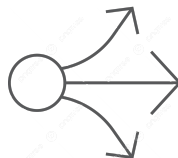
Development of new-age 3d customization technologies

20%- Team development

➔ **Customer success**
➔ **Marketing & Growth**
➔ **Product & design development**
➔ **Operations**
➔ **Manufacturing unit**

30%-expansion & brand building

Branding

Long term focus: PR, influencers, native ads, streaming ads and social proofs

Marketplaces Expansion

Chennai
2 locations

Bangalore
4 locations

Pune
2 locations

Hyderabad
2 locations

Thank You